

35 Segment reporting for the year ended 31st March, 2014

(I) Information about Primary Geographical Segments

	Trade promotion Activities in India	Trade promotion Activities Abroad	Unallocated	Total
Revenue				
External	2,224,328,571 (2,125,611,444)	216,309,876 (228,187,481)	- -	2,440,638,447 (2,353,798,925)
Inter-segment	-	-	-	-
Total revenue	2,224,328,571 (2,125,611,444)	216,309,876 (228,187,481)		2,440,638,447 (2,353,798,925)
Result				
Segment result	887,400,288 (750,199,330)	-37,353,430 (-46096901)	- -	850,046,858 (704,102,429)
Unallocated expenditure net of unallocated income	-	-	-28,227,743 (-123820465)	-28,227,743 (-123820465)
Interest/Dividend income	-	-	984,894,600 (941,616,514)	984,894,600 (941,616,514)
Surplus before taxation and Prior Period Adjustment (Net)	-	-	-	1,806,713,715 (1,521,898,478)
Prior Period Adjustment(Net)	-	-	-	-6,591,212 (1,040,573)
Excess of income over expenditure	-	-	-	1,800,122,503 (1,522,939,051)
Other information				
Segment assets	854,071,439 (919,498,313)	138,185,300 (100,679,236)	13,215,981,880 (11,776,610,570)	14,208,238,619 (12,796,788,119)
Segment liabilities	666,928,846 (701,395,572)	89,667,387 (63,430,488)	522,369,531 (902,811,707)	1,278,965,764 (1,667,637,767)
Capital expenditure	39,230,394 (72,774,248)	-	-	39,230,394 (72,774,248)
Depreciation & Amortisation	52,647,320 (47,194,129)	-	-	52,647,320 (47,194,129)
Non-cash expenses other than depreciation	-	-	-	-

(II) The Company does not have any Secondary Segment.

NOTE: (a) The unallocated expenditure includes 10% of establishment and office expenses. The balance is apportioned among the segments on the basis of their respective revenues.

(b) The unallocated assets and liabilities include those which are not possible to be appropriately identified to a specific segment.

(c) Figures in brackets in the Segment Report relate to the previous year.

36 PREVIOUS YEAR FIGURES

The Previous year's figures have been regrouped / reclassified / recast, wherever considered necessary.

Sd/-  
(S.R.Sahoo)  
Company Secretary

Sd/-  
(R.K.Singh)  
Chief Financial  
Officer - Ex officio

Sd/-  
(Malay Shrivastava)  
Executive Director

Sd/-  
(Rita Menon)  
Chairperson & Managing Director

Place: New Delhi  
Dated: 25/08/2014

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